

B.A. IN MUSIC *PLUS* A SECONDARY MAJOR IN BUSINESS: MARKETING

- The B.A. degree in Music requires 120 credits.
--66 hours must be non-music credits.
--40 hours must be 300 or 400-level courses.
--All music majors have Arts Event Attendance Requirements; for details, check <https://www.butler.edu/jca/for-current-students>.
- The double major of Music and Marketing will fulfill the following Areas of Inquiry in the University Core Curriculum: Perspectives of the Creative Arts, The Social World, and Analytic Reasoning; 12 hours of "University Electives" and 6 hours of "LAS Electives" in the Marketing degree are satisfied by music courses. In addition, the B.A. Music curriculum fulfills the Butler Cultural Requirement because of the arts event attendance requirements for all arts majors. The Indianapolis Community Requirement is satisfied by LSB 401 and LSB 402 in the Marketing curriculum.
- The student will be assigned a Lacy School of Business advisor in addition to their Music advisor.

Semester 1

AM 021*	Keyboard Skills 1	1
AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
MT 101	Music Theory 1	3
MT 111	Aural Skills 1	1
FYS 101	First Year Seminar	3
MA 125	Business Calculus	3

NOTE: MA 125 (or MA 106) is a prerequisite for EC 231, MS 264, and MS 265.

EI 101	First Year Business Exper	3
LSB 101	Prof & Career Dev 1 (P/F)	0
MS 100	Business Appl with Excel	2

TOTAL Credit Hours: 19

Semester 2

AM 022	Keyboard Skills 2	1
AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
MT 102	Music Theory 2	3
MT 112	Aural Skills 2	1
FYS 102	First Year Seminar	3
WB ____	Well-Being	1

COM 215	Speech for Business	2
LSB 102	Prof & Career Dev 2 (P/F)	0
MS 264	Statistics	3
MS 265	Information Technology	3

TOTAL Credit Hours: 20

Summer

NW ____	The Natural World	5
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Semester 3

AM 023	Keyboard Skills 3	1
AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
MT 201	Music Theory 3	3

Semester 4

AM 024	Keyboard Skills 4	1
AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
MT 202	Music Theory 4	3

MT 211	Aural Skills 3	1	MT 212	Aural Skills 4	1
GHS ____	Global and Historical Studies	3			
AC 203	Intro to Accounting	3	AC 204	Intro to Accounting 2	3
EC 231	Principles of Microeconomics	3	EC 232	Principles of Macroeconomics	3
EI 201	Real Business Exp	3	LE 263	Legal Environ of Business	3
LSB 201	Prof & Career Dev 3 (P/F)	0	LE 264	Business Ethics	3
			LSB 202	Prof & Career Dev 4 (P/F)	0
TOTAL Credit Hours:		20			20

Summer

GHS ____	Global and Historical Studies	3
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Semester 5

AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
MH 305	Music and Devotion	3
ME 330	Self-Representation for Mus	1
LE 365	Business Law 1	3
LSB 301	Prof & Career Dev 5 (P/F)	0
MK 380	Intro to Marketing Manage	3
MK ____	Marketing Elective	3
____	International Business Elective	3
TOTAL Credit Hours:		19

Semester 6

AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
MH 306	Music and Narrative	3
FN 340	Corporate Finance	3
LSB 302	Prof & Career Dev 6 (P/F)	1
LSB 401	LSB Internship 1	3
MK 384/385	Marketing Anal/Research	3
MS 365	Info Tech 2 – Bus Analytics	3
TOTAL Credit Hours:		19

Semester 7

AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
MH 307	Music, Globalization & Industry	3
TI ____	Texts and Ideas	3
MG 360	Organizational Behavior	3
MK ____	Marketing Elective	3
MS 350	Oper & Supply Chain Manage	3
TOTAL Credit Hours:		18

Semester 8

AM ____	Major Instrument or Voice	2
ES ____	Major Ensemble	1
ME 430	E-Portfolio Capstone	0
MH 308-SJD	Music and Movement	3
LSB 402	LSB Internship 2	3
MG 490	Strategy Capstone	3
MK 480	Marketing Mgmt/Strategy	3
MK 483	Consumer Behavior	3
TOTAL Credit Hours:		18

SUMMARY

REQUIRED MUSIC COURSES:

Note: The 8-semester sequence shown above includes 4 additional semesters of Applied Music (8 credits) and 2 additional semesters of Major Ensemble (2 credits), in addition to the courses listed below. While not required in the B.A. degree, most music majors will take these additional classes for scholarship reasons.

AM 021,022,023,024	Keyboard Skills 1,2,3,4	4
<i>*Piano majors substitute AM 031 and AM 032 plus two credits of music electives.</i>		
AM ____	Major Instrument or Voice	8
ES ____	Major Ensemble	6
ME 330	Self-Representation for Musicians	1
ME 430	E-Portfolio Capstone	0
MH 305	Music and Devotion	3
MH 306	Music and Narrative	3
MH 307	Music, Globalization, and Industry	3
MH 308-SJD	Music and Movement	3
MT 101	Music Theory 1	3
MT 111	Aural Skills 1	1
MT 102	Music Theory 2	3
MT 112	Aural Skills 2	1
MT 201	Music Theory 3	3
MT 211	Aural Skills 3	1
MT 202	Music Theory 4	3
MT 212	Aural Skills 4	1
TOTAL		47 (plan shows 57 music credits per the note above)

UNIVERSITY CORE CURRICULUM:

FYS 101,102	First Year Seminar	3,3
GHS ____	Global and Historical Studies	3,3
NW ____	The Natural World	5
TI ____	Texts and Ideas	3
WB ____	Well-Being	1
TOTAL		21

COURSES REQUIRED FOR THE MARKETING MAJOR:

AC 203	Introduction to Accounting	3
AC 204	Introduction to Accounting 2	3
COM 215	Speech for Business	2
EC 231	Principles of Microeconomics	3
EC 232	Principles of Macroeconomics	3
EI 101	First-Year Business Experience	3
EI 201	Real Business Experience	3
FN 340	Corporate Finance	3
LE 263	Legal Environment of Business	3
LE 264	Business Ethics	3
LE 365	Business Law 1	3
LSB 101	Prof & Career Development 1 (P/F)	0
LSB 102	Prof & Career Development 2 (P/F)	0
LSB 201	Prof & Career Development 3 (P/F)	0

LSB 202	Prof & Career Development 4 (P/F)	0
LSB 301	Prof & Career Development 5 (P/F)	0
LSB 302	Prof & Career Development 6 (P/F)	1
LSB 401	LSB Internship 1	3
LSB 402	LSB Internship 2	3
MA 125**	Business Calculus	3
MG 360	Organizational Behavior	3
MG 490	Strategy Capstone	3
MK 380	Introduction to Marketing Management	3
MK 384/385	Marketing Analytics/Marketing Research	3
MK 480	Marketing Management/Strategy	3
MK 483	Consumer Behavior	3
MK _____	Marketing Electives	6
MS 100	Business Applications with Excel	2
MS 264	Statistics	3
MS 265	Information Technology	3
MS 350	Operations & Supply Chain Management	3
MS 365	Info Technology 2 – Business Analytics	3
ONE International Business course chosen from the following list (OR complete a fall/spring Study Abroad Experience):		3
EC/IB 336, EC/IB 433, FN/IB 451, MK/IB 491,		
IB 210, IB 320, IB 321, IB 323, IB 367, IB 460,		
Special Topics course with an international theme		
TOTAL		83

***MA 106, Calculus and Analytic Geometry 1 (4 credits), can substitute for MA 125; students get credit for MA 106 if they receive a 4 or 5 on the Calculus AB AP exam.*